

Our Schools of Choice Marketing Campaign included the following marketing pieces: -30 second ad running on Cable TV during the peak Christmas season and after -Civic Theater ad running for two months -Direct mail postcard to targeted zip codes -Facebook advertisements to a targeted audience -Flier to our own families so they could share it out with their friends -Two newspaper advertisements to select zip codes -Two digital advertisements to select zip codes -Advertisement on the Niche site -MetroParent Targeted and Retargeted emails -Full Color Newspaper Insert to select zip codes -Outside banners throughout the community This campaign brought in 240 applications; up from 150 from last school year.